

INSERT YOUR ORGANIZATION'S LOGO HERE

FOR IMMEDIATE RELEASE

Month Day, 2012

Contact:

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**Asthma Care and Control in INSERT City or Area
Can Improve with Asthma Action Plans & More**

CITY, STATE ABBREVIATION (May 1, 2011)—One in 12 Americans has asthma, and that number continues to grow. That's why, this World Asthma Day 2012, and throughout Asthma Awareness Month in May, INSERT your organization's name joins the National Heart, Lung, and Blood Institute's (NHLBI) National Asthma Education and Prevention Program (NAEPP) in encouraging healthcare providers, people with asthma, and other asthma stakeholders to team up to promote the use of a tailored, written asthma action plan (AAP) as part of a comprehensive approach to asthma care.

"Written asthma action plans provide patients with detailed instructions on how to manage asthma—in partnership with their clinician—and to avoid life-threatening asthma attacks and symptoms that can disrupt lives," said INSERT Name Surname, Title, Organization's Name. "INSERT 2nd part of a quote, mentioning details about your organization's asthma intervention, who benefitted, and how."

Currently, only about one in three patients with asthma has a written AAP to guide their asthma management. The NAEPP's clinical practice guidelines recommend that all patients with asthma—especially those with persistent asthma—receive an AAP with instructions for daily management to prevent most symptoms and for recognizing and managing symptoms if and when they occur. The guidelines recommend quick relief medications for all patients who have asthma and long-term control medications to be taken every day for patients who had symptoms more than twice a week during the day or more than twice a month at night before they started their AAP. They also note that inhaled corticosteroids are the most effective long-term control medication for all age groups.

Like diabetes or high blood pressure, asthma requires daily attention and ongoing education. With careful attention, most people who have asthma can have few symptoms, sleep through the night, and participate actively in work, exercise, and play. While a written AAP serves as a useful guide, it doesn't stand on its own. An AAP is just one of six key actions, recommended by the NAEPP, that all clinicians, patients, families, caregivers, and anyone whose life touches someone with asthma can take to help change a life.

- [Use inhaled corticosteroids](#) to control asthma if you have persistent asthma. Your doctor will help you choose the best treatment.
- [Use a written asthma action plan](#) to highlight two things: 1) what to do daily to control your asthma, and 2) how to handle symptoms or asthma attacks.
- [Assess asthma severity](#) at the initial visit to determine what treatment to start to get your asthma under control.
- [Assess and monitor how well controlled your asthma is](#) at follow-up visits. Your doctor may need to increase or decrease your medicine to keep asthma under control.
- [Schedule follow-up visits](#) at periodic intervals, and at least every six months.
- [Avoid or reduce environmental exposures](#) such as allergens or irritants that worsen your asthma.

These actions from the NAEPP's [Guidelines Implementation Panel \(GIP\) Report](#) are based on a full range of evidence-based recommendations included in the NAEPP's [Expert Panel Report 3—Guidelines for the Diagnosis and Management of Asthma](#) (EPR-3). For more than 20 years, the NAEPP has been translating research into action to improve asthma control and care. These activities have been coordinated by the NHLBI, part of the National Institutes of Health.

“Making sure that asthma is under control is not just a daily effort, it’s a *team* effort,” said James P. Kiley, Ph.D., director of the NHLBI’s Division of Lung Diseases. “Patients, families, healthcare professionals, schools, and others need to work *together* to follow the NAEPP guidelines to help all Americans with asthma live their lives to the fullest.”

In 2009, INSERT your organization’s name became one of 23 organizations to receive two-year subcontracts from the NAEPP’s National Asthma Control Initiative to develop and test strategies to put the guidelines, including these six key actions, into action at home, school, work, healthcare settings, and the community. INSERT name of your organization received INSERT amount of contract to INSERT details of your intervention and how it is unique. INSERT whether efforts will continue, how and whom they will benefit. INSERT any findings that you can report.

This May—for World Asthma Day, Asthma Awareness Month, and beyond—INSERT your organization’s name encourages asthma patients—and families—to work with a clinician or healthcare provider to develop an AAP if they don’t already have one. They should work with their clinician to tailor, use, and review their AAPs during each asthma patient visit to help keep their asthma under control.

Asthma can be controlled, but it will take the effort of an entire community—people from all sectors—to help create the type of care and environments needed to reach this goal.

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***Editors:** *For additional information, please visit the sites below. For interviews, contact the individual at the top of the release. To speak with an NHLBI representative, please call 301-496-4236 and ask for the press officer on duty, or email NHLBI_news@nhlbi.nih.gov.*

About the INSERT your organization’s name: Follow with a brief description/boilerplate. For more information about INSERT your organization’s name, visit INSERT your organization’s website.

Resources:

Written Asthma Action Plan

INSERT YOUR HYPERLINK TO YOUR AAP OR TO THE NHLBI’S AAP AT
http://www.nhlbi.nih.gov/health/public/lung/asthma/asthma_actplan.htm

Expert Panel Report 3-Guidelines for the Diagnosis and Management of Asthma (EPR-3)
<http://www.nhlbi.nih.gov/guidelines/asthma/index.htm>

Guidelines Implementation Panel Report
http://www.nhlbi.nih.gov/guidelines/asthma/gip_rpt.htm

National Asthma Control Initiative
<http://naci.nhlbi.nih.gov>